

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of)		
)		
Dan Kikinis)	Examiner:	Schnurr, John R.
)		
Application No. 10/085,886)	Art Unit:	2421
)		
Filed: February 27, 2002)	Confirmation No.:	7769
)		
For: METHOD AND SYSTEM FOR)		
ADVERTISING BASED ON THE)		
CONTENT OF SELECTED)		
CHANNELS OR BROADCASTED)		
PROGRAMS)		

Attorney Docket Number: 007287.00017

AMENDMENT

U.S. Patent and Trademark Office
 Mail Stop Non-Fee Amendment
 Randolph Building
 401 Dulany Street
 Alexandria, VA 22314

Dear Sir,

In response to the Non-Final Office Action mailed April 12, 2010, Applicant submits the following amendments and remarks:

Amendments to the claims are reflected in the listing of claims, which begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

Applicant requests any necessary extension of time for the submission of this paper. If any fees are required or if an overpayment is made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly.